BusinessWomen
of NORTHEAST INDIANA
2012 RATE CARD

In April 2012, *Business People* magazine will publish the sixth annual *BusinessWomen of Northeast Indiana — A Resource for Women*. This is a directory by category of women business owners, entrepreneurs, executives and professionals in northeast Indiana. It will also contain information about local, regional and national women's organizations and provide helpful editorial that will serve as a tool to help women start their businesses, build their careers or enrich their lifestyles. There are many ways to get involved with this publication. Women and/or companies have the opportunity to purchase listings, display advertising or sponsorships.

DISTRIBUTION

Total circulation: 12,000

BusinessWomen of Northeast Indiana — A Resource for Women is a women-in-business networking tool for new and growing business owners, executives and professionals. It will be distributed:

- with the May issue of *Business People* magazine;
- at Tapestry and other women's events;
- at the Women's Bureau; and
- through advertisers.

LISTINGS

Premium Listing with/without Color Photo: $129
Photo should be supplied at 300 dpi and sized at 3/4" x 1."

SAMPLE:
(Photo Optional)

Business People Magazine
Lynette Fager, editor
7729 Westfield Drive
Fort Wayne, Indiana 46825
(260) 497-0433
lfager@businesspeople.com
www.businesspeople.com

- Premium Listing: $129
- Each additional line: $10 (i.e. tagline)
- Each additional photo: $25
- Each additional category: $50 (1st category is free)

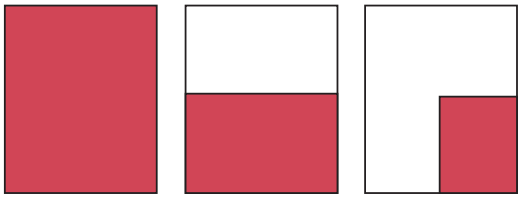
DEADLINES

Sponsorship Deadline: February 3, 2012
Space Reservation Deadline: February 15, 2012
Ad Material Deadline: February 29, 2012
Women at Work Text Deadline: February 29, 2012
Column Text Deadline: February 29, 2012
Listing Deadline: March 2, 2012

DISPLAY ADVERTISING

All advertisers will receive one FREE premium listing. Also, with the purchase of any ad 1/2 page or larger, you will receive a one-page professional column (400-500 words). Please see the Column Guideline sheet for more details. Ad material deadline is **February 29, 2012**.

Every effort will be made to place your ad as close to your listing as space allows. Your ad may be placed by a competitor's ad.



Full Page 5.5" x 8.25" | 1/2 Page 5.5" x 4.25" | 1/4 Page 2.75" x 4.25"

SIZE	PRICE
Full page	$1250
1/2 page	650
1/4 page	350
1/4 not-for-profit	300

Ad sizes are in inches, width x height. Final trim size of publication: 6" x 9"

Accepted File Types:

- High resolution PDF files
- JPEG or TIFF files at 300 dpi
- Packaged InDesign Files
- Color ads must be CMYK
- Ads can be submitted via email to your account executive

SPONSORSHIPS

Please contact *Business People* magazine for a sponsorship package rate card, or contact your account executive for more information.

GOLD SPONSORSHIP $15,000

- Outside back cover of *BusinessWomen*
- 10 premium listings in *BusinessWomen*
- Featured editorial of a woman's success story in *BusinessWomen*
- Cover story in the October 2012 Women in Business, Dining & Entertainment issue of *Business People*; photography included
- One sponsorship available; first come, first served

SILVER SPONSORSHIP $7,500

- Inside front cover of *BusinessWomen*
- Five premium listings in *BusinessWomen*
- Feature story in the October 2012 Women in Business, Dining & Entertainment issue of *Business People*; photography included
- 500 — 2-page reprints of the October feature story
- One sponsorship available; first come, first served

BRONZE SPONSORSHIP $3,500

- Half-page ad in *BusinessWomen*
- Two premium listings in *BusinessWomen*
- One-page profile in the October 2012 Women in Business, Dining & Entertainment issue of *Business People*; photography included
- Multiple sponsorships available

WOMEN AT WORK PROFILE

Full- or half-page Women at Work profiles are available. Each profile will be accompanied by an ad of the same size and will include a photo and editorial (400-475 words) in a Q&A format. *BusinessWomen* will provide the questions. Advertisers must supply photos at 300 dpi and sized at 2.5" x 3." Please see the Women @ Work Guideline sheet for more details.

FULL PAGE ..... $1,500 • Includes full-page ad
HALF PAGE .....$750 • Includes half-page ad
Both include a photo and editorial in Q&A format.

BUSINESSWOMEN LISTING FORM

TO SUBMIT YOUR LISTING, YOU MUST FILL OUT THIS ELECTRONIC FORM AND EMAIL IT TO BUSINESSWOMEN@BUSINESSPEOPLE.COM.

_____

*Business Name (Please print EXACTLY as you would like items to appear.)

_____

Business Woman's Name and Title

_____

Address, City, State and Zip* (MUST include Zip)

_____

Phone Number (Include area code)

_____

Category (Must choose from the list at the right)

_____

Email Address Website

☐ I am providing a 3/4" x 1" 300 dpi color photo.
☐ Photo emailed to businesswomen@businesspeople.com; date emailed: _____
☐ I am not providing a photo.
* Photos must be saved as the name of the photographed individual.

Additional lines $10/ea. (taglines 4-5 words long, other women, etc.): _____

_____

Additional categories $50/ea.:_____
(Must choose from the list at the right)

☐ I'm interested in exploring advertising options, please contact me.

Submit with check or credit card information and your business card to:
BusinessWomen, 7729 Westfield Drive, Fort Wayne, Indiana 46825

For more information, contact:
Business People at (260) 497-0433 or ecopeland@businesspeople.com.
www.businesspeople.com

CATEGORIES

Accountants / Tax Services / CPAs
Advertising / Marketing
Air Services
Animal Services
Architects
Art Galleries
Attorneys / Legal Services
Auto Repair/Sales
Banking / Mortgage / Financial Services
Business Services
Career Consultants
Catering
Chamber of Commerce
Childcare
Chiropractic Care
Cleaning Services
Coaching Services
Community Services
Computer Services
Corporate Services
Counselors / Psychologists
Dance Instruction
Dentistry / Orthodontics
Dermatology/Skin Care
Economic Development
Education / Instruction
Entertainment / Event Coordination
Fashion
Fitness / Wellness
Food Specialists
Gourmet Foods
Graphic Design / Illustration
Health / Wellness
Home and Office Furnishing / Interior Design
Hospitals / Healthcare
Hotels
Human Resources
Insurance
Interior Design
Non-Profit Organizations
Office Supplies
Optometry / Eye Care
Photographers
Printing / Promotional Products
Public Relations
Publishing
Real Estate: Commercial and Residential
Retail
Scrapbooking / Stamping / Crafts
Senior Services
Sign Services
Telecommunications / Media
Travel
Veterinarians
Web Design
Wedding Services